

## **B. AMENDMENTS TO THE CLAIMS**

1. (Currently amended). A computer assisted method of establishing a brand presence in a remote facility, comprising:

accessing, by facility personnel, a central network computer having a playlist that controls the playback of audio and video broadcasting within the remote facility; and

entering on the playlist, by facility personnel, identifiers of advertisements related to the remote facility.

2. (Original). The method of claim 1, further comprising selecting, by facility personnel, a supplemental advertisement campaign.

3. (Currently amended). The method of claim 2, wherein the supplemental advertisement campaign is selected from the group consisting of a print campaign, [and] an email campaign, and combinations thereof.

4. (Currently amended). The method of claim 1, further comprising reserving, by an organization affiliated with the remote facility, certain time slots for advertisements relating to the organization.

5. (Currently amended). The method of claim 1, wherein entering the playlist includes entering on the playlist, by facility personnel, identifiers of advertisements to be played in a portion of the remote facility.

6. (New). The method of claim 1, further comprising pushing to the remote facility, via a medium selected from the group consisting of the Internet, satellite links, and combinations thereof, the playlist.

7. (New). The method of claim 1, further wherein the step of accessing, by facility personnel, the central network computer further comprises accessing, via the Internet, the central network computer.

8. (New) A computer assisted method of establishing a brand presence in a facility, comprising:

accessing, by facility personnel and via the Internet, a computer having a playlist that controls the playback of audio and video broadcasting within the facility; and

entering on the playlist, by facility personnel, identifiers of advertisements related to the facility.

9. (New) The method of claim 8, further comprising selecting, by facility personnel, a supplemental advertisement campaign.

10. (New). The method of claim 8, further comprising reserving, by an organization affiliated with the facility, certain time slots for advertisements relating to the organization.

11. (New). The method of claim 8, wherein entering the playlist includes entering on the playlist, by facility personnel, identifiers of advertisements to be played in a portion of the facility.

12. (New). The method of claim 8, further comprising pushing to the facility, via a medium selected from the group consisting of the Internet, satellite links, and combinations thereof, the playlist, which playlist includes advertisements related to the facility.

13. (New). The method of claim 8, further wherein accessing, by facility personnel via the Internet, the computer further comprises accessing, by facility personnel via the Internet, a central network computer.

14. (New). A computer assisted method of establishing a brand presence in a facility, comprising:

accessing, by facility personnel, a computer having a playlist that controls the playback of audio and video broadcasting within the facility;

entering on the playlist, by facility personnel, identifiers of advertisements related to the facility; and

pushing to the facility the playlist, which playlist includes advertisements related to the facility.

15. (New). The method of claim 14, further comprising selecting, by facility personnel, a supplemental advertisement campaign.

16. (New). The method of claim 14, further comprising reserving, by an organization affiliated with the facility, certain time slots for advertisements relating to the organization.

17. (New). The method of claim 14, wherein entering the playlist includes entering on the playlist, by facility personnel, identifiers of advertisements to be played in a portion of the facility.

18. (New). The method of claim 14, further wherein pushing to the facility comprises pushing to the facility via a medium selected from the group consisting of the Internet, satellite links, and combinations thereof.

19. (New). The method of claim 14, further wherein accessing, by facility personnel via the Internet, the computer further comprises accessing, by facility personnel via the Internet, a central network computer.